Project Design Phase-II
Solution Requirements (Functional & Non-functional)

Date	10 feb 2026
Team ID	LTVIP2026TMIDS34624
Project Name	**Strategic Product Placement Analysis**
Maximum Marks	4 Marks

Functional Requirements:

Following are the functional requirements of the proposed solution.

FR No.	Functional Requirement (Epic)	Sub Requirement (Story / Sub-Task)
FR-1	Data Upload	Upload product placement dataset (.csv)
FR-2	Data Preparation	Preprocess and clean data in Tableau
FR-3	Dashboard Development	Create visuals: bar, donut, funnel, waterfall, highlight, area
FR-4	Dashboard Interaction	Add filters for: Foot Traffic, Promotion, Product Category
FR-5	Data Exploration	Allow users to drill down by Demographics and Seasonal filters
FR-6	Insight Delivery	Generate insights like high-performing positions, promotion impact
FR-7	Export Functionality	Allow dashboard export to PDF or image for reporting
FR-8	Storyboarding	Build a story to present key findings in steps

Non-functional Requirements:

Following are the non-functional requirements of the proposed solution.

NFR No.	Non-Functional Requirement	Description
NFR-1	Usability	Dashboard must be intuitive and easy to use for non-technical users
NFR-2	Security	Dataset and Tableau workbook should be secure and shareable via permissions
NFR-3	Reliability	Dashboard should return consistent insights with any applied filters
NFR-4	Performance	Dashboard should load within 5 seconds after applying filters
NFR-5	Availability	Dashboard should be hosted or exported in formats accessible to stakeholders
NFR-6	Scalability	Should support addition of more data (e.g., new months, new product lines)